



DIGITAL TRANSFORMATION

Business Driven Technology

Paige Baltzan, Amy Phillips



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Phillips,Stephen Haag,2009 Business Driven Technology discusses various business initiatives first and how technology supports those initiatives second The premise for this unique approach is that business initiatives should drive technology choices Every discussion first addresses the business needs and then addresses the technology that supports those needs

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Driven Information Systems Paige Baltzan, Amy Phillips, 2011-02-01 Overview Business Driven Information Systems story Business Driven Information Systems discusses various business initiatives first and how technology supports those initiatives second The premise for this unique approach is that business initiatives should drive technology choices Every discussion first addresses the business needs and then addresses the technology that supports those needs This text provides the foundation that will enable students to achieve excellence in business whether they major in operations management manufacturing sales marketing finance human resources accounting or virtually any other business discipline Business Driven Information Systems is designed to give students the ability to understand how information technology can be a point of strength for an organization

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